
Editorial

Long-Range Goals

It is gratifying to note the appointment by President Ted Oldenburg of two new Ad Hoc Committees: the public relations committee chaired by Dr. Lew Kay with Steven Moss, Scott Shore and David Webber as members; and a committee chaired by Gordon Rovelstad with members including Frank Catalanotto, John Groper, Lewis Kay, Thomas A. Pribisco, Robert Primosch, and Paul Starkey to review the long-range goals and missions of the American Academy.

The American Association of Orthodontics has launched an expanded national communications program for advertising and public relations designed to build an understanding and greater awareness of orthodontics and the benefits of orthodontic treatment. This public relations effort will try to overcome concerns about the cost of orthodontic treatment and to develop an understanding of its positive cost/benefit relation. The association will maintain a high level of membership interest and activity in the AAO and make members and auxiliaries the most effective possible spokesmen for their profession. A total of \$1.2 million has been approved with a dues increase of \$120 due January 1, 1980 and a one-time assessment of \$200 billed on September 1, 1979. The association will launch a variety of efforts including daily and weekly newspaper feature stories, magazine, professional journals, television and radio film displays, speakers' bureaus, booklets, etc.

The American Association of Oral and Maxillofacial Surgeons has launched a similar public relations program and hired Martin E. Janis & Co. to handle their TV, radio, and print media placements, and to serve as consultants for publicity events such as the clinical congress and annual meeting publicity. The association program will also be directed toward stimulating an interest in the specialty to enhance membership participation in their various programs. This effort was seen as one of the best means to accomplish the association's five-year communication plan. In order to accomplish the above goals, they have proposed a significant dues increase for 1980.

It is absolutely vital to Pedodontics that our speciality receive the same publicity in the lay public as well as among professional peers, as public relations efforts are being launched by other professional organizations. We should allocate a budget specifically for public relations efforts aimed at educating the public and promoting a greater participation in our various ongoing activities. There is also a great need to promote pedodontics in the public sector in order that they will seek the best professional dental care for children. Legislative lobbying efforts will become increasingly important as we seek to have greater positive input on health legislation whether it is the National Health Plan, or regulations regarding the national school lunch and breakfast programs, or the regulation of the sale of junk foods in vending machines.

The Ad Hoc Committees are a step in the right direction, but much greater effort needs to be made. In order to make a national impact we will need the resources and cooperation from every member of the Academy whether the public relations is carried out in individual offices, through central office efforts, or through published media. President Oldenburg has just requested support for the ASDC by continuing your membership in that organization. While the By-Laws changes have dropped the requirement for membership in the ASDC, we are philosophically promoting the same goals for better dentistry for children. Whether such efforts will come from legislative changes and other social economic structures, the joint efforts of the ASDC and the Academy would certainly make a greater impact than if the Academy were to go it alone.

We invite your input to the long-range planning committee, the public relations committee, and the joint ASDC/AAP Dental Care Committees in order that we may be instrumental in shaping the future of dentistry for children.



STEPHEN H. WEI
Editor